code for receiving, by an apparatus, one or more wireless advertising channel messages that include descriptive information regarding a time interval available to a sender for transmission of advertising channel messages and a count of a number of previous transmissions of the advertising channel messages by the sender to reduce connection latency in high device population environments;

code for computing a total time interval consumed by the sender in previous transmissions of the advertising channel messages, based on the received descriptive information regarding the time interval available to the sender for transmission of advertising channel messages and the count of the number of previous transmissions of the advertising channel messages by the sender; and

code for adjusting, by the apparatus, an amount of time for receiving advertising channel messages, based on the computed total time interval consumed by the sender in previous transmissions of the advertising channel messages.

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